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Cornell Middle School PTA  
1600 Cornell Street  
McKeesport, PA 15132

FCC MAIL ROOM

APR 4 1997

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March 31, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

**RE: CS DOCKET NO. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Cornell Middle School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chairman of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, request the following:

- \*That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as a V (for violence), S (for sexual depiction and nudity) and L (for language);
- \*That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \*That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program.
- \*That the rating board be independent of the industry and the FCC and that it include parents; and
- \*That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Andrea Abrams*

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1919 M Street N.W., Room 222  
Washington, DC 20554

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RE: CS Docket No. 97-55, FCC 97-34

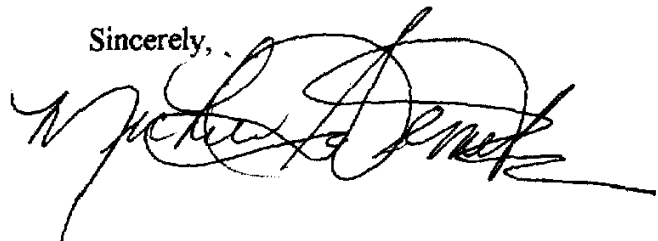
I am writing on behalf of the National PTA and the Meadow Wood Elementary PTA in Houston, Texas to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

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- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
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- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



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March 1997

Chairman Reed Hundt and FCC Commissioners  
c / o Federal Communications Commission  
1919 M St. N.W., Room 222  
Washington, DC 20554

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97 - 55, FCC 97 - 34

We are writing on behalf of the National PTA and the Buena Vista School PTA to express our opposition to the v-chip rating system as submitted to you on January 17, 1997. We parents and educators believe the rating symbol on the TV screen does not provide adequate content information. We parents need to make important choices for our children, in regards to their TV viewing. A Descriptive Content - Based Rating System would help in making acceptable choices. We parents and educators are also in support of an independent (of the industry) rating system board.

**IT TAKES EVERYONE TO EDUCATE OUR FUTURE - OUR CHILDREN!**

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,  
The Buena Vista School PTA  
37230 37th St. East  
Palmdale, CA 93550  
805 285 - 4158

*Georgette King*  
2 children

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List ABCDE

*Jami Carroll*  
Parent of 2 children

*Emily Dotter*  
Parent of 4 children

*Cheryl Autry*  
Parent of 2 children

*Monica Smith*  
4 children  
17, 15, 12, 10 yrs

*Mildred Blue*  
Parent of 3 children

*Tracey Mendez*  
Parent of 3 children

*Janice Miller*  
Parent of 2 children

*Wendy Lee*  
Parent of 2 children

*Rebecca Oberhardt*

*Cathy Dougherty*  
Parent of 3 children

STOP

Office of the Secretary,  
Federal Communications Commission  
1919 M St. NW  
Washington DC 20554

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APR - 4 1997

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Doc. No. 97-55

Dear FCC,

We appreciate the opportunity to file this formal comment concerning the ratings system recently implemented by the television industry.

It is our view that the age-based system that has been adopted by the television industry is not adequate to accomplish the goal for which it was implemented. There are several ways that an age-based system fails, and we would like to draw your attention to two of them.

The first problem is that it is administered by the television industry itself. If the goal is to protect our children from explicit sex, violence, and language content, then the public would be well served by having an independent body overseeing this function. We cannot reasonably expect "the fox to guard the hen house". Whatever ratings system is implemented, it must be administered by those who have the best interests of America's children as their motive. The television industry is incapable of rating the content of their own productions, because profit is their primary motive.

Secondly, a poor ratings standard is worse than no ratings system at all. The current age-based system gives no guidelines concerning the offensive *content* of the shows. If we don't specifically address what is offensive in a given show's *content*, then all we are doing is giving the television programmers a shield to hide behind when consumers are offended at what television contains. The age of the viewer is relatively insignificant at this point. Offensive content is offensive content, for adults as well as children. There should be no double-standard.

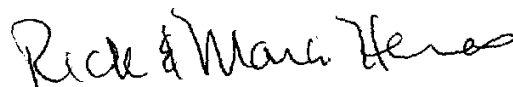
Instead of the current age-based system, a better plan would be a content-based system administered by individuals who are fully independent of TV production and profits, who have high moral and ethical standards which flow from the Judeo-Christian faith upon which this nation was founded.

Traditionally, parents have been the primary filter for protecting America's youth from inappropriate TV viewing. In view of the relatively weak state of the modern American family, it becomes all the more important for the FCC to implement TV ratings which truly offers *all* viewers protection from the daily bombardment of explicit sex, violence, and language which characterizes much of current television programming.

The best solution is for the television industry to quit broadcasting explicit sex, violence, and language. Until that unlikely event happens, it is up to good and moral people to prevail in this effort of determining what is appropriate for public television viewing.

We urge the FCC to implement content-based ratings, which afford Americans the *most* protection possible.

Sincerely,



Rick & Marci Heines  
1222 Altgeld  
South Bend, IN 46614

CS 97-55

DOM

1997

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April 2, 1997  
2929 N.E. Marine Drive  
Portland, Or. 97211

Office of the Secretary FCC  
1919 M Street N.W.  
Washington D.C. 20554

Dear Secretary,

Today in the Oregonian I read about people that would be working with your office on program ratings. I have been wondering where to write about movie ratings. Maybe you can hear my comments.

My husband and I were watching television one night and it came to me that the way movies were rated was very offensive to me. When they rate it as "Adult Language", what kind of message are we sending to the young people? - that it is okay to use bad language when you are an adult?? - or to sound like an adult, you use bad words??.

It is getting very hard to find something on television or on movies that I can sit down and enjoy. The language used now is very offensive and takes any joy out of watching. There are plenty of words in the English language to fit all occasions. All this bad language makes them sound like a bunch of heathen idiots!

Improvement has to start somewhere so I hope you will help me put the word out to those concerned that there are plenty of people concerned about this.

That rating could be "Offensive language" instead.

Thank you for listening to me.

Offended in Oregon,

*Carol M. Maurice*

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